



## News Release

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**FOR IMMEDIATE RELEASE:**

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### **State park produce heads to local stores**

**RIVERSIDE, Calif.** – Local Fresh & Easy Neighborhood Markets will feature navel oranges, grapefruit and lemons grown in the California Citrus State Historic Park.

Ward 5 Councilman Chris Mac Arthur made the announcement Wednesday at the park's dedication ceremony for 18,000 new citrus trees planted at the park.

"It will be an exclusive Riverside Citrus Park label," he said. "At last our residents will be able to purchase homegrown fruits and juice."

Ironically, Riverside supermarket chains primarily sell produce from other states and from abroad, he said.

The fruit will be purchased through Wild Rocket Foods in Riverside for processing for the Fresh and Easy Neighborhood Markets, a chain that features local organic produce.

Wild Rocket Foods' vice president of marketing, James Truscott, said the deal means good value for customers and a boon for those who seek locally grown produce.

"Lots of markets talk about local produce; this is as local as it gets," he said. "It's an exciting deal to offer citrus grown in your hometown. We hope this is a long-term relationship."

The name of the produce brand will be Riverside Citrus Park, said Councilman Mac Arthur, who is a second-generation local citrus grower.

"Our residents can take pride and show their support for our beautiful California Citrus State Historic Park by purchasing the Riverside Citrus Park brand," he said.

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